BODYHOLD

'Bodyhold' Goes Behind Scenes In Expose of Wrestling Racket

A behind-the-scenes tour of the wrestling racket that rips the wraps off the grunt-and-groan sport is offered in Columbia's "Bodyhold," coming ..... to the ..... Theatre. Willard Parker, Lola Albright, Hillary Brooke and Allen Jenkins hold down the top roles.

Dressing-room secrets of the wrestling ring are bared in this heart-slamming drama which shows how a wrestling champ is built up and how the three-ring circus that is wrestling is operated. The story relates how Parker, a husky plumber, is lured into the grunt-and-groan racket, conned by Miss Brooke's brittle blonde beauty. It seems that Roy Roberts, who is the promoter, needs a new boy, having just discarded the old champ in brutal fashion.

Parker catches on in the catch-as-catch-can game and soon is contending, under the shrewd auspices of Roberts, for the championship. He foils a double-cross in the ring, and with the money restores the former champ to health and then wins Miss Albright.

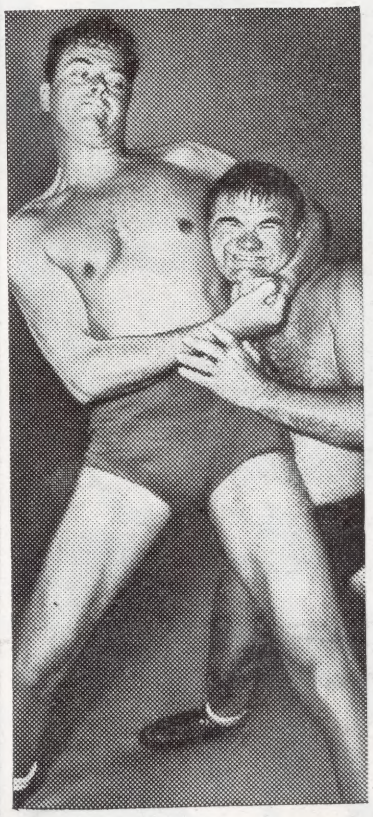
Some of the outstanding exponents of the stranglehold are paraded in "Bodyhold." Ed (Strangler) Lewis, former world's heavyweight champion and a pack of pachyderms of the wrestling ring are seen in the film.

George Bricker penned the screen play of "Bodyhold." Seymour Friedman directed for producer Rudolph C. Flothow.

5 Wrestling Greats Seen in 'Bodyhold'

There were more technical advisers on the set of Columbia's "Stranglehold," dramatic expose of the wrestling racket now at the ..... Theatre, in which Willard Parker, Lola Albright, and Hillary Brooke and Allen Jenkins have the leading roles, than any multi-million dollar epic ever boasted. No less than five great names of the wrestling world appear in the picture.

Included among the ring greats are Ed "Strangler" Lewis, who wrestled for 44 years and won the world's heavyweight championship five times; Billy Varga, ex-junior heavyweight champ; Sammy Menacker, leading heavyweight contender; Wee Willie Davis, 6 foot 6, 280-pound menace, and "Bomber" Kulkovich, who has been wrestling for fifteen years.



Mat 1-A; Still No. 14

WILLARD PARKER gets a "Bodyhold" on Bomber Kulkovich in Columbia Pictures' expose of the wrestling racket currently playing at the ..... Theatre.

All Wrestling Holds Bared in 'Bodyhold'

Sam Balter, famed West Coast sports authority and radio announcer, appears in Columbia's "Bodyhold," gripping expose of the wrestling racket now at the ..... Theatre. Balter played his part of an expert sports announcer to perfection as he is familiar with every hold he called in his commentary for the screen wrestling match. Willard Parker, Lola Albright, Hillary Brooke and Allen Jenkins are seen in featured roles in "Bodyhold" which Seymour Friedman directed from George Bricker's screen play for producer Rudolph C. Flothow.

"Bodyhold" Mat 2-A; Still No. 32

THE LAW CLOSES IN on crooked wrestling promoter Roy Roberts as Allen Jenkins, Frank Sully, Lola Albright and Willard Parker watch in "Bodyhold," Columbia's inside story of the grunt-and-groan racket at the ..... Theatre.

New Film Hit Rips the Wraps Off Gangland Wrestling Ring

Taking the onlooker behind scenes for an intimate peek at the wrestling racket, Columbia Pictures has come up with a heart-slamming drama that captures all the color of the grunt - and - groan game in "Bodyhold." Crammed with body-slamming action and not without its comedy, "Bodyhold" maintained a tight hold on the ..... Theatre's audience every minute it was on the screen.

The story of "Bodyhold" describes the operations of a "stable" of wrestlers, exposing how the terrific "punishment" administered in the ring is well-planned in advance by the promoter who decides who shall win and who shall lose. When the current champ of the grapplers is dethroned by decree of the promoter, Willard Parker is inveigled into the wrestling racket by blonde siren Hillary Brooke, the promoter's girl friend. Parker, whose rugged build proves equal to the brutal demands of the ring, is given a build-up as part of his grooming to inherit the mantle of the championshihp.

But the sordid way in which the former champ was beaten, and crippled, by the wrestling combine, prompts lovely Lola Albright, his sister, to bring to light the treacherous way in which the promoter handled his wrestler. Although nobody will listen, at first, eventually Parker wins the championship and restores the crippled wrestler to health and prominence in the mat sport. Parker decides to retire to marry the girl.

Parker's magnificently proportioned body makes him ideal for the role; Miss Albright makes a lovely heroine, Miss Brooke is a slinky feminine menace and Allen Jenkins puts punch into the laughs.

George Bricker's screen play was directed by Seymour Friedman for producer Rudolph C. Flothow.

Learned Wrestling For 'Bodyhold' Role

Willard Parker has been out of school a long time, but he just recently learned his ABC's. Arm-locks, body-slams and cradle-holds, that is.

Parker has the leading role in Columbia's "Stranglehold," behind-the-scenes story of the wrestling racket in which he is teamed with Lola Albright, Hillary Brooke and Allen Jenkins at the .....Theatre. The script calls for him to rise from the status of a newcomer to the sport, to the champion's throne.

At least the first part of those requirements was true to life. Although he is an accomplished athlete (Parker was a tennis ace on Ellsworth Vines' teaching staff) he never tangled with wrestling. But he's made up for that by now.

For the sake of his art, Willard went through daily workouts with former junior heavyweight wrestling champion Billy Varga, picking up the fine points of the strenuous sport.

"I discovered muscles I never knew I owned," says the six foot-five Parker. And believe me, every one of them works in this little game. At the end of a day I felt as if I have been tenderly massaged by a bulldozer."

Varga, who has been wrestling professionally for ten years, says that Parker picked up the tricks of the trade faster than any novice he ever met. "Comes a depression in acting, he could star in any ring."

"Bodyhold" was written by George Bricker. Seymour Friedman directed for producer Rudolph C. Flothow.

Wrestling Film Here

Columbia's "Bodyhold," a blistering expose of the wrestling racket, will open ..... at the ..... Theatre. Willard Parker, Lola Albright, Hillary Brooke and Allen Jenkins have the principal roles. George Bricker's screen play was directed by Seymour Friedman. Rudolph C. Flothhow produced.

OFFICIAL BILLING

BODYHOLD

with —100%

Willard PARKER • Lola ALBRIGHT • Hillary BROOKE • Allen JENKINS —50%

Written by George Bricker —10%

Directed by SEYMOUR FRIEDMAN —15%

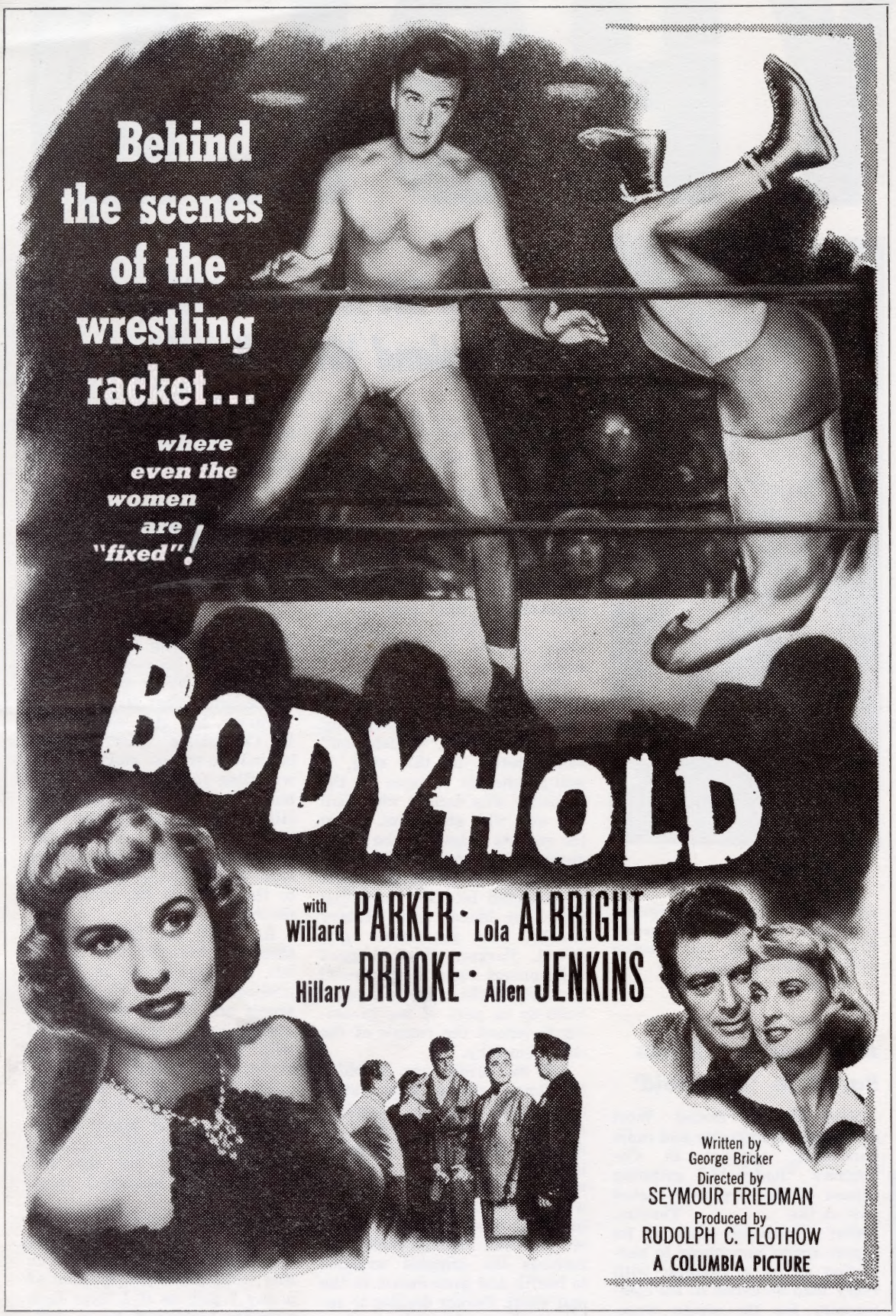
Produced by RUDOLPH C. FLOTHOW

A COLUMBIA PICTURE —25%

Copyright 1950 Columbia Pictures Corp.

Printed in U.S.A.

PB #29/8

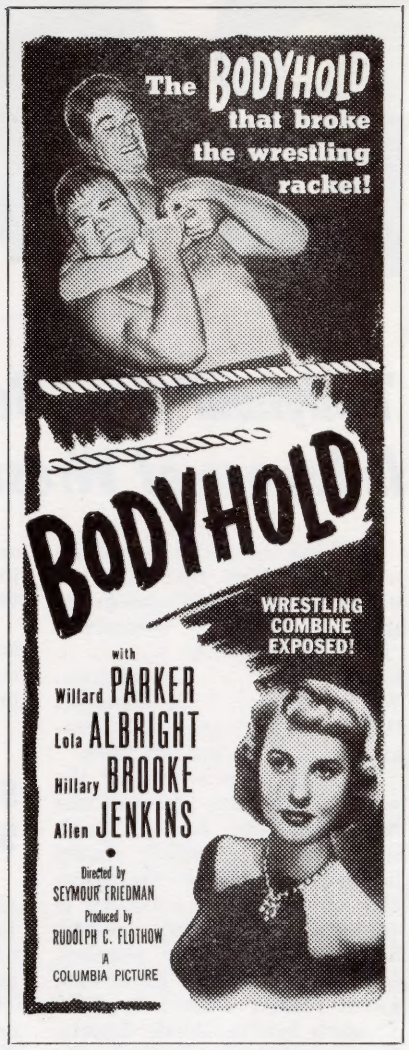

Behind the scenes of the wrestling racket...
where even the women are "fixed"!
BODYHOLD
with Willard PARKER · Lola ALBRIGHT
Hillary BROOKE · Allen JENKINS
Written by George Bricker
Directed by SEYMOUR FRIEDMAN
Produced by RUDOLPH C. FLOTHOW
A COLUMBIA PICTURE

360-Line Ad Mat No. 301—3 Cols. x 120 Lines

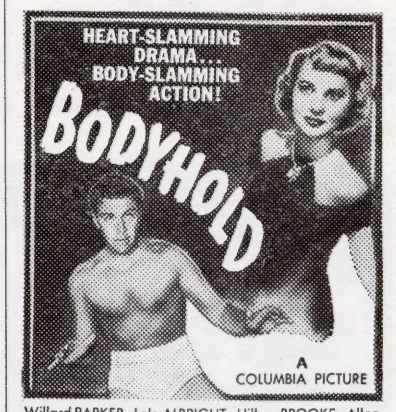
This ad also available in 2-column size:
Order 158-Line Ad Mat No. 203 (2 Cols. x 79 Lines)

Behind the scenes of the wrestling racket!
BODYHOLD
with Willard PARKER · Lola ALBRIGHT
Hillary BROOKE · Allen JENKINS
A COLUMBIA PICTURE
Written by George Bricker · Directed by SEYMOUR FRIEDMAN · Produced by RUDOLPH C. FLOTHOW

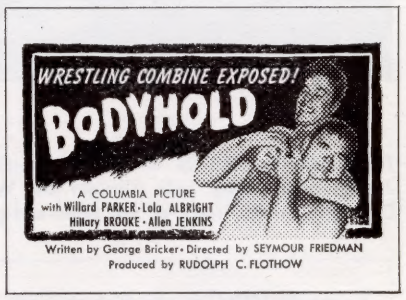
32-Line Ad Mat No. 201—2 Cols. x 16 Lines



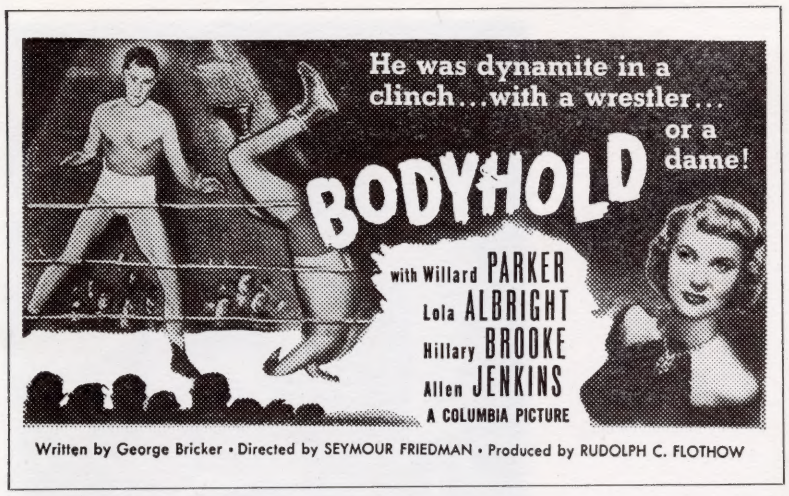
Ad Mat No. 103—**71 Lines**


HEART-SLAMMING DRAMA... BODY-SLAMMING ACTION!
BODYHOLD
A COLUMBIA PICTURE
Willard PARKER · Lola ALBRIGHT · Hillary BROOKE · Allen JENKINS · Written by George Bricker · Directed by SEYMOUR FRIEDMAN · Produced by RUDOLPH C. FLOTHOW

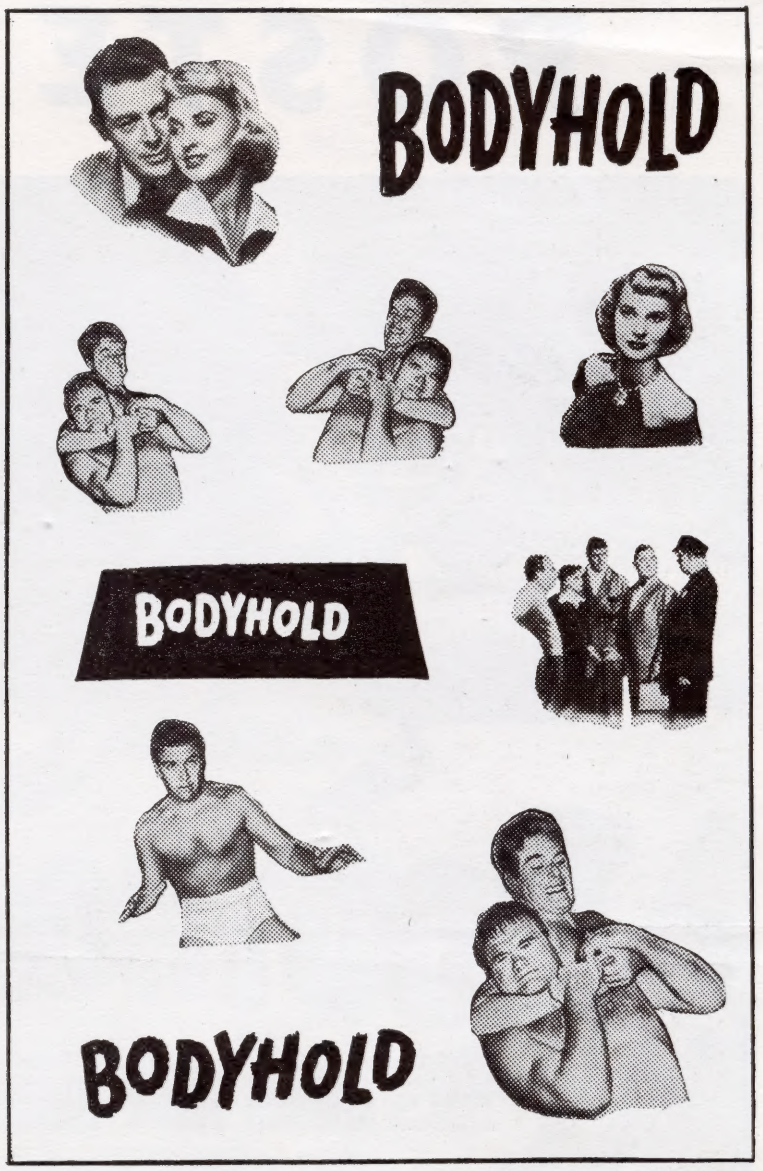
Ad Mat No. 102—**32 Lines**


WRESTLING COMBINE EXPOSED!
BODYHOLD
A COLUMBIA PICTURE
with Willard PARKER · Lola ALBRIGHT
Hillary BROOKE · Allen JENKINS
Written by George Bricker · Directed by SEYMOUR FRIEDMAN
Produced by RUDOLPH C. FLOTHOW

Ad Mat No. 101—**16 Lines**

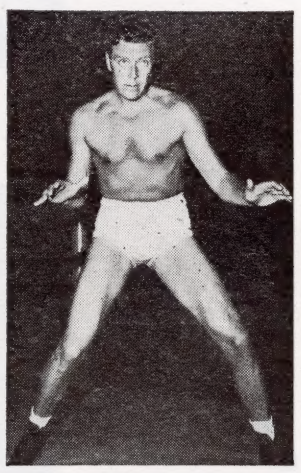

He was dynamite in a clinch...with a wrestler... or a dame!
BODYHOLD
with Willard PARKER
Lola ALBRIGHT
Hillary BROOKE
Allen JENKINS
A COLUMBIA PICTURE
Written by George Bricker • Directed by SEYMOUR FRIEDMAN • Produced by RUDOLPH C. FLOTHOW

60-Line Ad Mat No. 202—2 Cols. x 30 Lines



Utility Ad Mat No. 204

EXPLOITATION



WRESTLING CONTEST: Using Still Nos. 11 (ill.), 17, 38, 42, 44, 45, 51 and 52, conduct a "Bodyhold Amateur Wrestling Contest" in which contestants, recruited through notices on gymnasium bulletin boards, publicity releases, lobby boards and throwaways, compete for a "Bodyhold Trophy." Elimination contests and the main affair should be held at a local gymnasium or sports arena. Representatives of the local press and radio should be in attendance during all the bouts for possible news and photo breaks. Be sure to get frequent picture mention.

SPORTS PAGES: Arrange for a sports page review of your film, plus a series of stories on local wrestling, famous professional wrestlers, etc. A special screening for sports writers, editors and reporters should prove helpful. Sports writers should be interested in the fact that five wrestling greats are included in the cast of "Bodyhold." They are Ed "Strangler" Lewis, Billy Varga, Sammy Menacker, "Wee Willie" Davis and "Bomber" Kulkovich.

ONE-SHOT CONTEST: Promote a one-shot newspaper or radio contest in which entrants are required to name the sport involved in the following movies: "The Stratton Story" (baseball); "Knute Rockne, All-American" (football); "Champion" (boxing); "The Return of October" (horse racing); and "Bodyhold" (wrestling). Award guest tickets to the first ten winners.

MAGAZINES: Arrange with the local magazine distributor to snipe his wrestling and sports publications with copy reading: *"Sports fans! Dressing room secrets of the wrestling game are exposed in Columbia's "Bodyhold," coming Friday to the State Theatre."*

15-SECOND RADIO SPOT: "Extra! Extra! Wrestling racket exposed! That's right, sports fans, 'Bodyhold' reveals for the first time the innermost secrets of the wrestling game. See 'Bodyhold,' a Columbia picture, coming this Friday to the State Theatre."

CAST and CREDITS

Tommy Jones	Willard Parker
Mary Simmons	Lola Albright
Flo Woodbury	Hillary Brooke
Slats Henry	Allen Jenkins
Charlie Webster	Roy Roberts
Pat Simmons	Gordon Jones
Red Roman	Sammy Menacker
Killer Cassidy	Frank Sully
Sir Raphael Brokenridge	John Dehner
Marvelous Milton	Billy Varga
Mike Kalumbo	Henry Kulky
Azusa Assassin	"Wee Willie" Davis
Gus Strotz	Matt McHugh
Chuck Hadley	George H. Lloyd
Kitty Cassidy	Ruth Warren
Professor Weaver	Ray Walker
Commissioner Harley	John R. Hamilton
Terre Haute Terror	Ken Ackles
Referee	Ed (Strangler) Lewis

Written by George Bricker; Directed by Seymour Friedman; Assistant Director, Fred Briskin; Directors of Photography, Henry Freulich, A. S. C., Philip Tannura, A. S. C.; Art Director, George Brooks; Film Editor, James Sweeney; Set Decorator, Sidney Clifford; Musical Director, Mischa Bakaleinikoff; Sound Engineer, Jack Goodrich; Produced by Rudolph C. Flothow. A Columbia Picture.

STORY

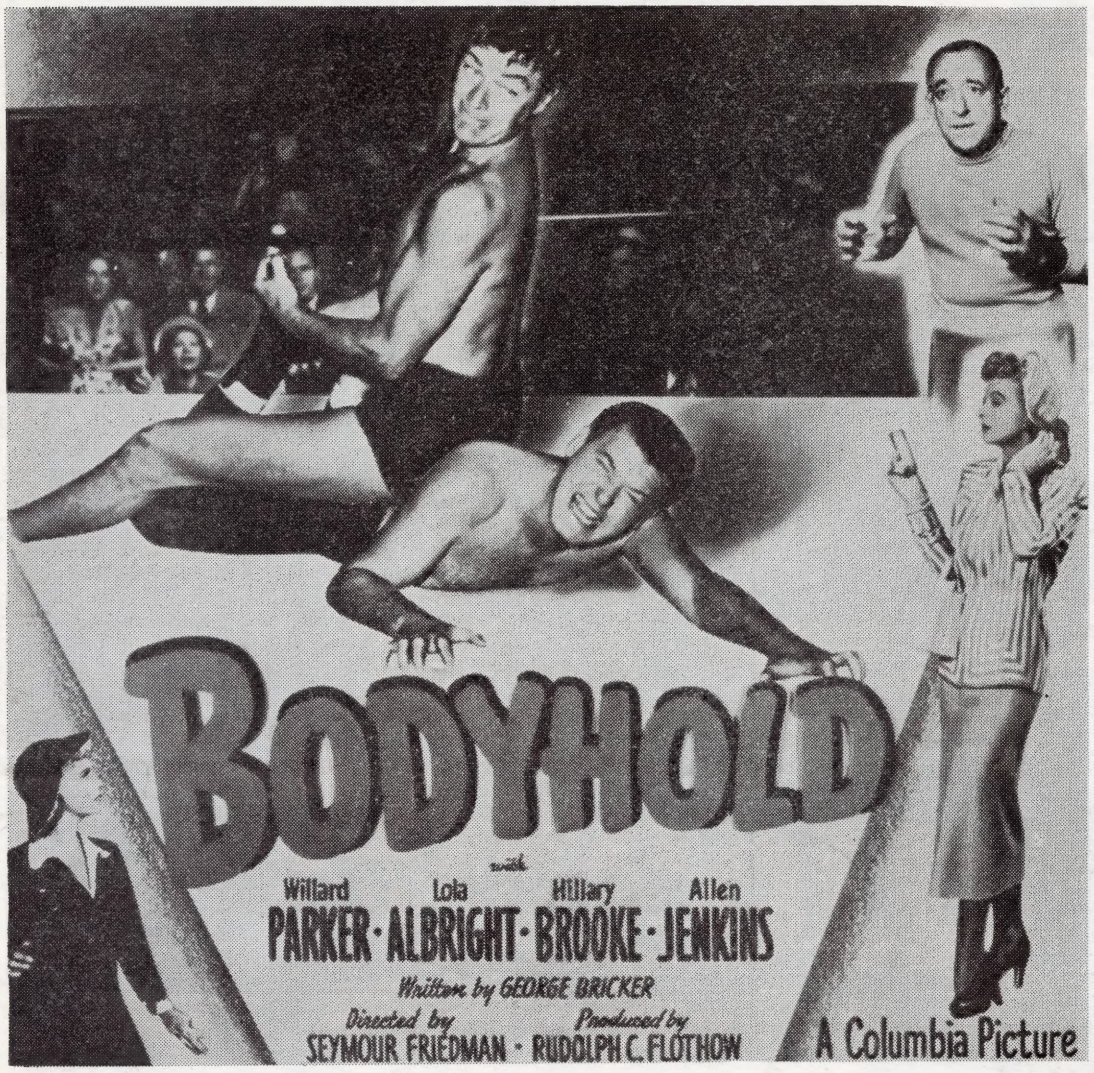
(Not for Publication)

When Pat Simmons (Gordon Jones), heavyweight wrestling champ, wants a cut of promoter Charlie Webster's (Roy Roberts) business, Webster decides the wrestler has outgrown his usefulness to his stable. Webster orders a trusted member of his troupe to "take care" of Simmons and, in a vicious match, Simmons is hurled out of the ring and crippled. Tommy Jones (Willard Parker), a husky plumber, becomes involved in an altercation with one of the wrestlers while fixing a radiator in Webster's gym and tosses him on his ear with ease.

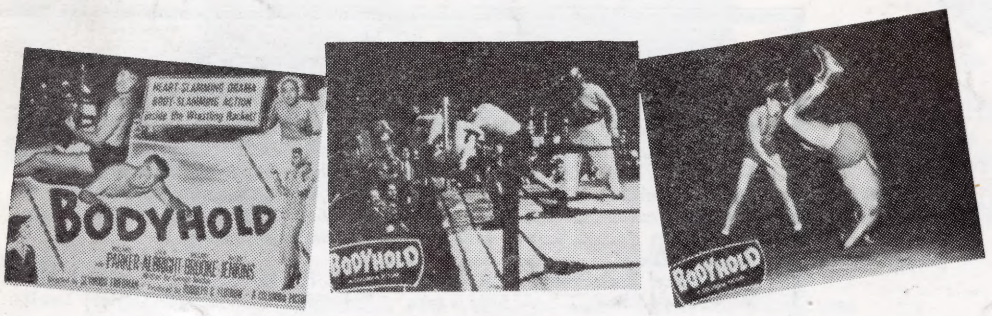
Webster, witnessing the incident, decides to groom Tommy as the next champ and Webster's flashy girl friend Flo Woodbury (Hillary Brooke) coaxes the erstwhile plumber to become the star member of the wrestling combine. Meanwhile, pretty Mary Simmons (Lola Albright), sister of the injured ex-champ, is convinced that her brother has been the victim of Webster's treachery, but she gets nowhere with her accusations. Even Tommy makes light of her claims. When Flo throws him over, Tommy takes up with Mary and learns that her brother has no money for an operation that may restore him to health. Tommy forces the promoter to stage a championship bout with himself as one of the principals, with the proceeds to go to the ex-champ. Tommy wins. Webster is apprehended attempting to make off with the receipts and Simmons is installed as the new wrestling czar. Tommy, with Mary as his bride, gives up the sport to return to the plumbing business.

(Running Time: 63 Minutes)

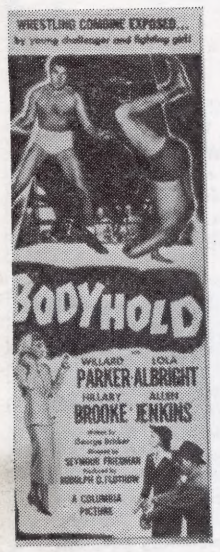
POSTERS


BODYHOLD
with
Willard PARKER · Lola ALBRIGHT · Hillary BROOKE · Allen JENKINS
Written by GEORGE BRICKER
Directed by SEYMOUR FRIEDMAN · Produced by RUDOLPH C. FLOTHOW
A Columbia Picture

SIX SHEET



EIGHT 11 x 14's



INSERT CARD

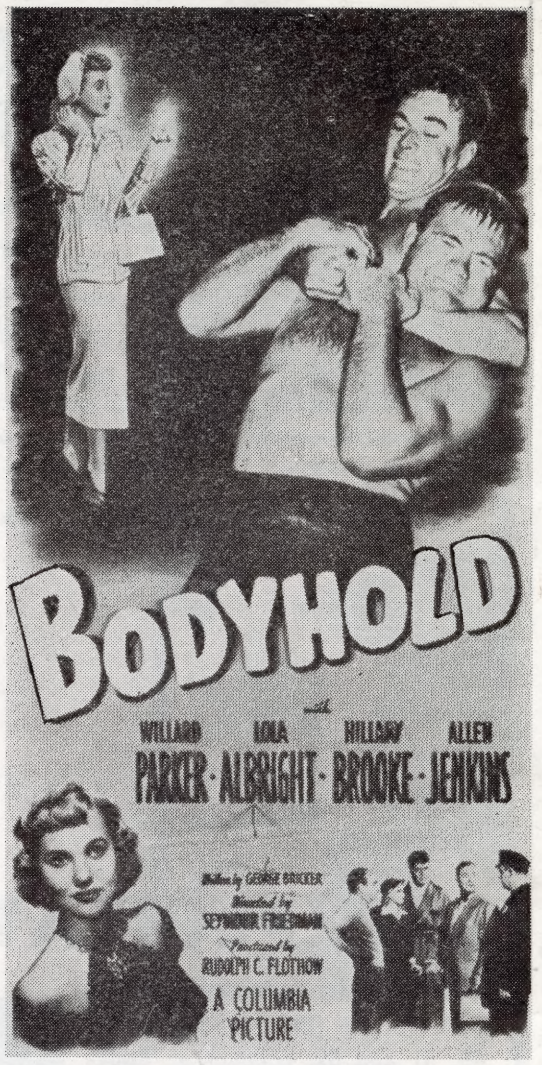
STILLS AND SPECIAL DISPLAYS

1) Set of production highlights from the picture for your lobby and out front wall frames, for newspaper planting and for displays.

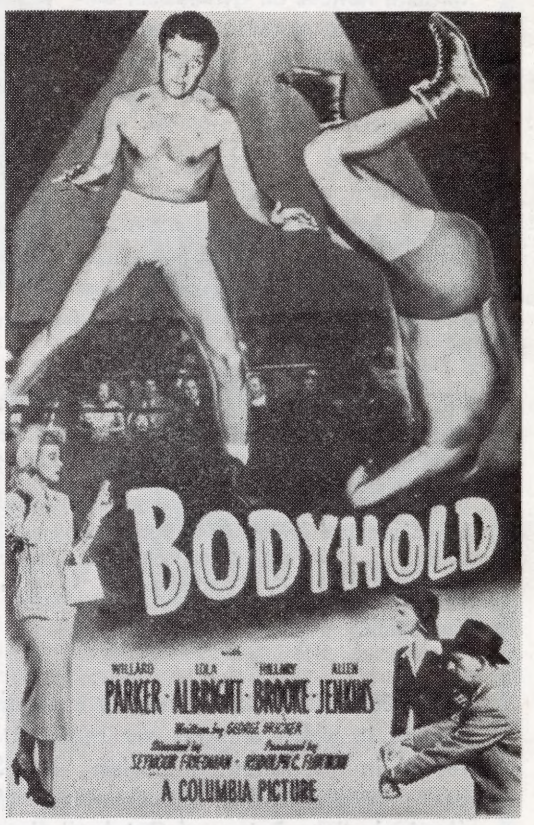
2) Specialty displays prepared by National Screen Service for your showing of "Bodyhold," including a 40" x 60", a 30" x 40", a 24" x 82" and a 24" x 60".

ORDER ACCESSORIES and TRAILER from NATIONAL SCREEN

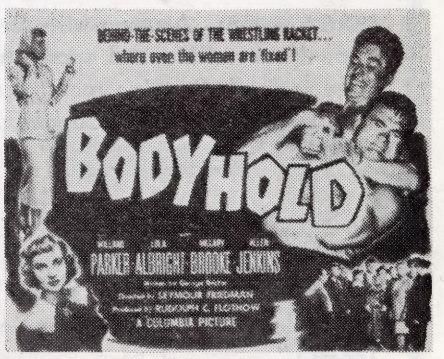
LOBBIES


BODYHOLD
with
WILLARD PARKER · LOLA ALBRIGHT · HILLARY BROOKE · ALLEN JENKINS
Written by GEORGE BRICKER
Directed by SEYMOUR FRIEDMAN
Produced by RUDOLPH C. FLOTHOW
A COLUMBIA PICTURE

THREE SHEET



ONE SHEET


BEHIND-THE-SCENES OF THE WRESTLING RACKET...
where even the women are fixed!
BODYHOLD
PARKER · ALBRIGHT · BROOKE · JENKINS
A COLUMBIA PICTURE

22 x 28
SLIDE (Same Design)

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA HISTORY DIGITAL LIBRARY

www.mediahistoryproject.org